



NATIONAL
FFA ORGANIZATION

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Agriculture Communications 2017-2021 Topics

AGRICULTURE-RELATED MEDIA PLAN (200 POINTS/TEAM)

Teams will play the role of communications consultants and will develop a media plan for an assigned scenario. The scenario will identify a client with a communications need and a budget. Please reference the current event specifications on the CDE webpage. At the national event, the team will make a pitch (oral presentation) of the media plan.

2021 MEDIA PLAN SCENARIO:

Your chapter's Ag Communication Committee has been approached by your State FFA Association to help tell the story of a local FFA advisor. The story needs to be one that builds awareness, encourages agricultural advocacy, and promotes FFA engagement to a diverse audience group. You are responsible for selecting an FFA advisor from your state to promote/recognize via various media outlets. Your committee has the option to decide what is included in your media plan about this advisor. Your plan might include, but is not limited to, focusing on one or more of the following attributes of the chosen advisor: innovative program or teaching techniques; service/leadership in local communities or the state; providing a unique solution to a problem facing students/teachers in the community; a commitment to agricultural education; etc. Please remember that the plan should also focus on highlighting and promoting not only the advisor, but also agricultural education programs and/or the agricultural industry to audiences within your state.

TELL A LOCAL FFA STORY

The focus could include one of the following:

- FFA member (2017)
- FFA chapter (2019)
- FFA advisor (2021)

Advocate the agriculture industry to consumers

The focus could include one of the following:

- Farmer/rancher (2018)
- Commodity (2020)

PRACTICUMS

1. Web design - annual
2. Video producer - annual
3. Journalistic writers

The Journalistic practicum will rotate annually from the following:

- Press release (300 – 350 words) (2017, 2020)
- News story (300 – 350 words) (2018, 2021)
- Feature story (350 – 500 words) (2019)

4. Opinion writers

Opinion writers practicum will rotate annually from the following:

- A blog post (250-300 words) (2017, 2020)
- An op-ed (500-750 words) (2018, 2021)
- A letter to the editor (300-500 words) (2019)